

## FBA Meeting Minutes

January 5, 2023, 8:30 a.m., via Zoom

Members present: Tonya Byrd-Neeley (Wired: The Design Boutique, LLC); Lashawnda DeBose (Ruby Ella Sweets); Kristi Dinkins (Product Freak); Chogie Fields (Conservatory Vintage and Vinyl); Elizabeth Hanno (Sterling Eye Care, LLC); Shari Klein (Wiley's Grill); Marcellus Marsh (Bionic Content); April Odom (Physicals Plus); Morgan Sullins (Gypsy Fix); Sue Kluger (Kluger Furs); Maureen Mader (Dunning's Gourmet Market & Deli); Deborah Okleshen; Stacey Shonkwiler (Leland Grove Law)

Guests: Stephanie Wright (Village of Flossmoor)

### Agenda:

#### 1. Holiday recap what worked well and what did not

- Flossmoor Commons holiday open house went well; next year work on ways to get all businesses involved and entertainment
- Downtown holiday open house went well but not as well as expected; small business Saturday was busier
- Thank you to Stephanie for promotion, candles, press coverage, etc.
- Discussion regarding themes for next year – possibly each business offering something unique, e.g., holiday scavenger hunt, stocking stuffer, etc. – and different dates
- Committee to be formed to work on next year's holiday events

#### 2. Holiday card update

- Not all cards sold; businesses should continue sales
- Discussion regarding cards for next year to commission one scene rather than four

#### 3. Events Ideas

- Hygge (Pronounced Hyoo-guh) fest. Danish expression meaning get warm, cozy and creative this winter. Downtown Evanston has done this event for a few years now. It can be a week-long event or a weekend. The idea is for each business to host an event like get cozy around fire pits and drink a warm drink, learn how to make soup or chili, host a knitting class, make a journal, you can see more by visiting Downtown Evanston Hygge Fest
- February – Shops on Sterling have come up with “Galentine’s Day”. Hang out with your friends and have a spa day, lunch, shopping, dinner & drinks while supporting local businesses.
- March – St. Patrick’s Day Parade

- April – Bring back the “Grow Flossmoor” Campaign. Each business gives purchasing customers a watering can and seeds from the FBA. Receipts are saved from all purchases made at participating stores (dates to be determined) and the person with the most \$\$\$ wins a basket filled with donated items from the FBA.
- April 1st – New Resident Event at the Flossmoor Library from 4-6. Taste of Flossmoor
- July 8 -Battle of the Chefs – Dunning’s
- August 15-20 – BMW Golf Championship at Olympia Fields Country Club. FBA needs look into advertising to promote places to eat and shop.
- October 31 – Dog Parade. Very successful. Well received. Expand a bit this year.

#### 4. Miscellaneous

- Let’s have a Monthly Mixer. Each member hosts a Thursday night  
Shari at Wiley’s Grill has offered to have the first one on February 9th
- Discussion was had about creating committees to work on specific ideas which will then be presented at the meetings. We need volunteers for:

Membership

Marketing: social media & website (Marcellus, Sue, Shawanda & Kristi)

Events: Community & Village

Fundraising